Why should you have a home page?

Personal benefits and goals

- Provides entertainment
- Provides information, or a service
- Provides something completely new
- Self-advertising—distribute your resume to the world
- Collection of your favorite places
- Makes new friends
- Keeps up with the times
- Vanity press

Why should you have a home page?

Work benefits and goals

- Attracts new customers—reaches a large market
- Inexpensive advertising compared to other media
- Provides a unique service such as an index or database
- More flexible for changes—faster revision of documents
- Shorter time for distribution to customers
- Assures that customer sees the most current version
- Continuous feedback on document usability
- Monitoring of file accesses to measure use
- Market research
- Archival online help (FAQ)—lowers customer support load
- Continuos improvement of service
- Shorter time for distribution to customers

- Easy to use—encourages distribution of information about products and services

  - Provides for distribution of announcements, newsletters, manuals, fact sheets, price lists, catalog photos, software, music, and so forth

  - Secure technology such as IBM's Cryptolope* containers allows distribution of proprietary and copyrighted material such as courses, research work, books, serialized chapters, special studies, photography, videos, music, and so forth

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Negative aspects

- Some ISPs are expensive
- Web site may not be able to handle the traffic
- Web maintenance gets added to writer's current tasks
- Neglect of customers who don't have Internet access
- Marketing takes over your technical product documentation
- It can be time consuming
- Need to increase budget for additional work, software, and hardware
- System testers need to frequently test every link and form to assure currency
- You get added to the Geek of the Week or the Worst of the Web list